



Motivating Your Sales Team

- in 3rd Quarter

How do you make progress and inspire your team when all the odds are against you? Believe it or not, you can overcome your problems and achieve anything you want. A new perspective can change not only yourself as an individual, but your re-aligned and re-directed energy can filter down to have an impact on your whole organization and its stakeholders.

Some years ago at a conference, I happened to meet a delightful, talented woman who was running the sales division of a large company in Scandinavia.

One day in 3rd quarter she sent me an email. "This is my biggest challenge yet. I don't know how to motivate my team any further; we can't possibly reach our targets this year because of the financial crisis. They're a great bunch of people, but we are just not anywhere near where we should be. I find it so frustrating."

There were five people in her management team, in charge of a big sales force. I was interested to see what they thought were the challenges they faced, and where they could improve. So I asked them how they felt about the targets. What came out immediately was a recurring theme – they all seemed low and unmotivated about reaching their sales goals. They didn't believe in their own abilities to meet the demands made of them, convinced that the targets were unrealistic due to the effect of the finance crisis. Neither did they trust themselves or one another to hit their target – the past years had taken their tolls. I sensed that on a subconscious level, they had stopped taking responsibility for their own energy any longer - as everyone else having faced a longer period of pressure with no outlook for better times.

However, I sensed a different challenge. Their lack of vision and lack of motivation sprang out of fear and despair. Their ability to dream and succeed had been suppressed by the overall feeling they had no control over their lives. When our own energy field around our bodies moves inwards because of negative thought patterns, we can be left vulnerable and sensitive to outer forces. I had to recreate their energy and dreams with them. One of the things I did was to begin asking them individually about their own personal goals in life – and slowly simultaneously rebuild their energy.

Their faces lit up as they described how they hoped to build their own companies, travel the world, or achieve a sound financial footing for their families. Whatever their dreams were, I succeeded connecting them to an energy so much bigger than those everyday targets, connected to the depths of their souls – slowly one by one I was resolving their entangled energies of despair and personal motivation.

They allowed themselves these dreams, I told them. Yet, had forgotten these due to long-term pressure. Furthermore, they were not allowing themselves a similar perspective on the day-to-day life. At work, they all had the same attitude: they were focusing on the challenges instead of opportunities.

Instead of setting out on a path of miracles, they were hung up on 'how' rather than the relations and faith in the possible success. Their gaze fixed on the ground, stressed by the difficulty of putting one foot in front of the other, seeing only every possible stumble and obstacle, rather than lifting their eyes to concentrate on where they wanted to go. And that has a limiting effect, because if you chase after something you have convinced yourself you have no chance of achieving, but put all your energy into chasing it nonetheless, you will only end up chasing your own tail exhausting yourself – and you won't see something different that might help you succeed against all the odds. Instead of being open to opportunities, you have allowed yourself to be trapped by your past experiences and beliefs, and it's easy to lose motivation. You think: "I'll never do this, I give up, why bother even trying?"

What we focus on *will* grow. If you feel ground down and de-motivated, the answer is to give yourself permission to dream – resetting your energy and shift your perspective. This is where the energy lies – in the ambition itself, in understanding that anything 'out of the blue' can bring you closer to achieving it, if you open yourself up to opportunity instead of narrowing your aim.

When you allow for miracles, you let go of the limitations of the mind. Believe in your dream, focusing on *why* and *what* rather than *how*, and you will get there; there will be all sorts of unexpected ways you haven't thought of to bring it about. It is your dreams that keep you young, no matter how old you may be.

For a while I heard nothing from my friend, but six months later, out of the blue, she sent me a text message: "Hi, Christel, 15 Million above target and for once I can go on holiday knowing we achieved the targets. On top of that, our division now has both the highest client satisfaction ratings and the happiest co-workers."

And all this came out of a few people daring to change perspective, embrace awareness of their energy and to dream.

Einstein "*There are two ways to live:
you can live as if nothing is a miracle;
you can live as if everything is a miracle.*"

Albert Einstein

Quote from the book The Treasure by Christel Rosenkilde Christensen



By Christel Rosenkilde Christensen

International trusted executive advisor, pioneer of Energistic Leadership Excellence™ in 2008. A global visionary creating exceptional results changing companies, the lives of individuals and the world we live in for the better with her world-class intuitive skills acquired from before birth.

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