

“.....A Few Notes from the “Sidelines”

As appeared in ISHN’s “FDO”

January 2005

Sometimes it is fun to parallel

sports

&

sales.

Recently, while watching my “Bungles”, excuse me, the Cincinnati Bengals beat the Dallas Cowboys (after beating Denver, too, on “Monday Night Football” – remember?)..... anyway, during the boring first half my mind wandered – figure that.

I started rethinking some of the things we can learn from sports.

I thought about how both team coaches certainly prepared for this game, well in advance – studying films, planning and developing a game plan, back up plans, executing them, and then adjusting when necessary.

The same can/should be applied in sales by preparing well in advance, – your “customized” game plan, presentation, starting prior to setting the appointment. Review prior to the in-person session – review your objectives and goals – execute – adjust where/when necessary, etc. – score (ask for the order).

I watched as the Dallas place kicker sensed that he was going to be called on, began “practicing” his kicking and timing over, on the sidelines – then when his number was called, he delivered – perfect – 3 points.

Same with the Dallas punter – practice, practice, practice – then when his number was called (quite a bit) he “nailed” it – great “hang time”, excellent distance and well placed.

By the way, these two kickers were first on the field after half time – practice, practice, practice.

Same thing in sales – how much do you “practice” before your event? Take the time ahead, to really practice – at least, review and go over it in your mind first just before the call – practice, practice, practice.

Preseason – each year the teams practice the basics beginning slowly, building to a frenzy to the best team they want to “field”. Practice, etc., etc.

Same in sales – schools, courses, seminars, books, etc. take you back to the basics – “blocking and tackling”. I could go on forever here on all this, but you know what I mean

You know.....I thought of something else. When changes are made in sports they don't bring someone from "outside" the sport – they recruit from within the industry, not necessarily their own team – but within the sport. Can you imagine hiring someone from the sport of baseball to coach quarterback in football?! No!

I'm not saying in business or sales you shouldn't hire from "outside" the industry – but, think about it.

Let's change sports – baseball.

Recently one of our talented salespersons was "hitting singles and doubles" mostly – he wanted to hit some "homers". We advised "it's a game of numbers" – keep swinging, but start thinking (and prospect) "homer" opportunities. Boom! He hit a tape measured one! He's excited! Calls in – emails, too, his excitement and joy – we're excited for him. We reply (in person and email) in baseball jargon – congrats. A "team effort", "lead off hitter", "bases loaded" of team members who assisted,"grand slam", "touch all the bases", "keep the eye on the ball", keep "going for the fences", etc.

So then everybody is into the act by using "baseball jargon" to offer congrats. It was fun for everybody.

You know what? He "hit" another homer a week later – we had fun all over again.

What am I trying to say? Have fun in sales – try using sports parallels to boost your "averages"!

Think about it.

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