

**In this issue:**

- [The Vision to Motivate](#)
- [Sales Tip of the Month](#)

For information about how The Benjamin Group can help you, check out our website at [www.benjamin-group.com](http://www.benjamin-group.com).

### Welcome back to "Sales Sagacity"!



There's a lot of talk about **improving sales motivation**, but **how do you inspire people without a clear and exciting vision?**

This month we'll discuss **how to increase sales passion by having the *vision to motivate!***

I'll be interested in your comments!!

Ron Visocchi  
Managing Partner and *Sales Sage*

### The Vision to Motivate



As I think back (*way back!*) to when I felt the most motivated as a sales representative (*yes, I carried a "bag"*), I can only recall **a few companies with great leaders who were able to infect everyone with their "overarching goal" or vision** for the future. Sure, the mission *framed the fight*, but the **passion and excitement** came from that certain hope that we would all some day share in the **realization of that profitable dream**.

**Remember Henry Ford's vision?** At a time when there were few roads and only the rich owned cars, he envisioned providing affordable, practical transportation to the common man. Now I'm a guy who believes in mission statements; please feel free to post yours all around the office. But **try motivating a sales force with Henry Ford's mission statement:**

- ❖ ***Sell lots of black cars to the common man cheap and pray for roads to be built!***

**Visions motivate.** Yet, I see many companies who focus solely on their short term mission without any perspective for the future. Increasingly, sales forces are being managed like *corporate "go-buts" tethered by tight financial metrics*. Hey, I passionately believe in disciplines and metrics, but **every sales person also needs to believe in the future and vision of their company!**

You may recall in my first newsletter, I shared a story about a CEO who asked me to meet ten members of his sales team. He later asked me what I thought about his company; *I told him I liked all ten companies!* **If you don't provide a vision, everyone will develop their own!**

So, **does your company have the vision to motivate?** Here are some questions that can help you determine the answer:

1. ***Does your vision generate excitement?***
2. ***Can it be woven into the day-to-day fabric of your organization?***
3. ***Is it a living mental image or just a memorized statement?***
4. ***Is it broad and "big" enough?***
5. ***Does it unify individuals?***
6. ***Do people embrace the vision without it having to be sold?***

Remember, it's not an overnight exercise, but a developed belief. It may need to evolve, but **the vision to motivate will emerge.**

### Sales Tip of the Month

**Next month we'll share other key elements that affect sales motivation.** Until then, [here's the tip:](#)

- ✓ **Sales motivation takes much more than just money!**

### About The Benjamin Group

The Benjamin Group is a management services company that achieves sales growth for its clients by developing and implementing sound sales strategies and tactics.

The firm's mission is to partner with management to produce immediate and measurable business results through proven disciplines and experience.

The firm was founded because of a strong belief in the need for hands-on consulting that is results-oriented, practical, and consistent with the corporate culture and goals of the client.



**THE  
BENJAMIN  
GROUP LLC**

P.O. Box 373  
North Reading, MA 01864  
(978) 276-0037  
(978) 231-0456 Fax  
[www.benjamin-group.com](http://www.benjamin-group.com)

### Share This Newsletter!

If you know someone who might be interested in this newsletter, **please forward!** Your privacy is important to us; we never rent, sell or share your name with anyone.

This message was sent to «F5» by The Benjamin Group.

Visit our website to edit your information or **unsubscribe** by sending an e-mail to [subscriptions@benjamin-group.com](mailto:subscriptions@benjamin-group.com).

Copyright © 2003 The Benjamin Group LLC. All rights reserved (Please forward).